

Empowering families,
children, and educators to
lead healthier, happier and
more meaningful lives.



The Hip Hop Healthy Heart Program for Children™

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ABOUT SHAPE UP US

Empowering
families, children,
and educators to
lead healthier,
happier and more
meaningful lives.

**Shape Up Us is a
501c3 nonprofit organization dedicated to:
“Building A Healthier Future”**

**Empowering children and families
to lead healthier, happier lives.**

We Provide:

Teachers, children, parents and communities at large
with educational tools to create healthy, lifelong habits
to improve their overall wellness.

With a focus on over-all health, physical exercise,
nutrition, and mental and emotional well being, we
accomplish our mission of building healthy futures
for our children through a three-pronged approach

AWARENESS! EDUCATION! ACTION!



ShapeUpUS.org
JUST CLAP FOR LIFE!™

OUR GOAL

Empowering families, children, and educators to lead healthier, happier and more meaningful lives.

We aim to empower children and families to lead healthier, happier and more meaningful lives with tools to help arrest

- Childhood Cardiovascular Disease
- Obesity
- Diabetes



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Hip Hop Healthy Heart Program for Children™

Like you it has been my purpose in this world to make a difference. A vital program that would create change and **“Build A Healthier Future”** for our children and I would leave this world knowing that together we are creating resilient children and empowering them to become happier, healthier adults.

Our world is sure yearning for **“Healthy Living”** now and grasping everything they can to **“Feel Great”** and be **“Healthy”** mentally, physically and emotionally. This is the perfect time to join us and sponsor **The Hip Hop Healthy Heart Program for Children™**.

A Social, Emotional online “Whole Child” K-6th comprehensive healthy literacy education curriculum (mind, body & emotion) created to **“Build A Culture of Health”** through our educational system & into school's e-learning platform and directly into our homes.

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WE ARE SHAPING THE FUTURE OF LEARNING THROUGH SOCIAL EMOTIONAL LEARNING

A World Class Digital Curriculum

An **online** “Whole Child” K-6th comprehensive healthy literacy education curriculum/resources (mind, body and emotion) created to “Build A Culture of Health” through our educational system & into our school's e-learning platform and into our homes.



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We are the Solution . . . To Healthier Kids For The Future Of Our World!

Video: <https://youtu.be/afkv2vMWXkQ>

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Designed for a Lifetime of Compliance!

There is no other Education Curriculum like it in World

- ♥ **Creates a Circle of Wellness that WORKS for a Lifetime!**

Flows from Teacher to Student, to Family, to the Entire Community

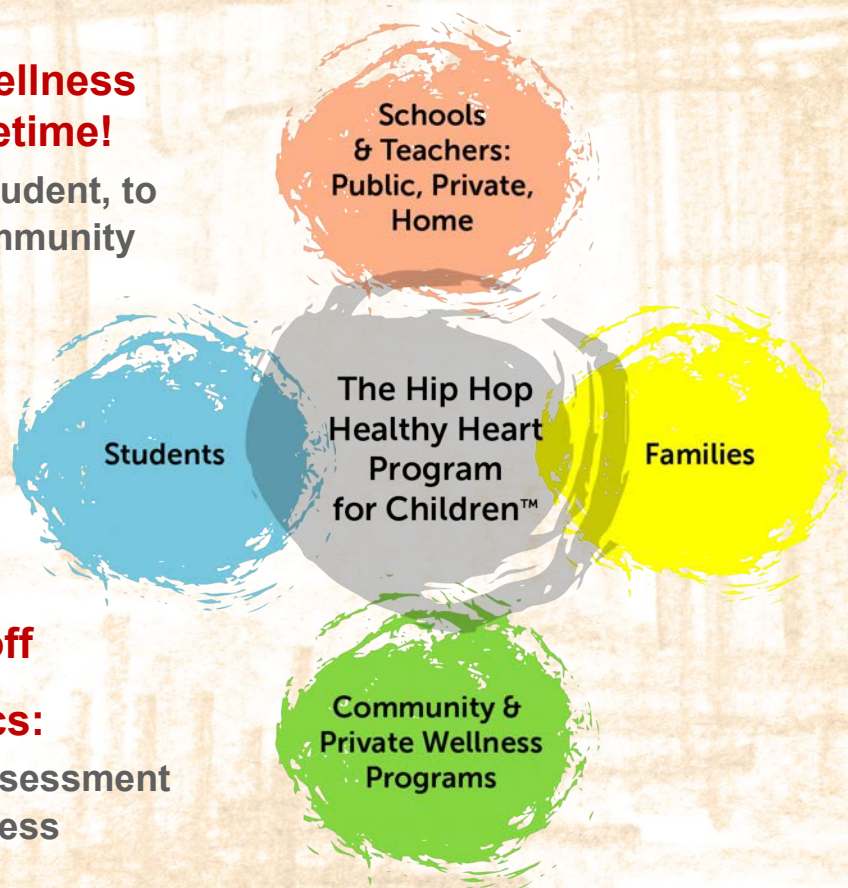
- ♥ **Music, Art and Positive Thinking make learning fun**

to Instill Permanent Healthy Lifestyles

- ♥ **Includes Parent Education and Sign-off**

- ♥ **Evaluation and Metrics:**

Effective, ongoing assessment measures program success



Outline for the Hip Hop Healthy Heart Program for Children™

Empowering families, children, and educators to lead healthier, happier and more meaningful lives.



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Module 1: Meet Doctor Beat ... Your Fascinating Heart

Module 2: Take Down the Pressure ... Mind/Body/Emotion Techniques

Module 3: SUPERFOODS! ... Nutrition for Great Health

PLANT POWER! – Plant-Based Nutrition for Healthy Kids

Bonus Unit: Water Power!

Bonus Unit: Mineral Power!

Module 4: Improve Your Groove ... The Many Benefits of Exercise

Clap4Heath! SM™

Kids Yoga

Module 5: Grin It, Win It ... Dental Health Means Heart Health

Module 6: Think Hip ‘n Happy ... Positive Thinking for a Healthy Heart

Bonus Unit: The Power of Your Word

Bonus Unit: Bullying

Bonus Unit: Pet Power

Module 7: Money Matters ... First Steps to Financial Freedom

Module 8: Join the Green Team ... Teamwork for a Healthy Planet

Sponsorship Opportunities

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\$10,000 Sponsors– One School

\$25,000 Sponsors –One School District

\$50,000 Sponsors –All P.E. Teachers in your state

\$75,000 Sponsors – All K-6th grade teachers/P.E. teachers in your county

\$100,000 Sponsors – All K-6th grade teachers/P.E. teachers in your city

\$250,000 – All K-6th grade teachers/PE. Teachers in your state

*****Custom Programs with designated geography and bundling pricing up for discussion**

Sponsorship Includes

Branded throughout The Hip Hop Healthy Heart Program for Children™

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- ❑ Logo on website both on landing page and The Hip Hop Healthy Heart Program For Children™ Sponsor Page
- ❑ Certificate with your logo to hand to all school districts and/or the mayor
- ❑ Sponsorship of \$50,000 and above - 6-month advertising package on the Plant-Based Network which includes the following:
 - ❑ 60 second video slot for a commercial on the Plant-Based Network available on Roku TV, Apple TV, Amazon Fire, Androids and iPhones
 - ❑ Quarter-page ad in the bi-monthly Plant-BasedSpotlight digital magazine
 - ❑ Web banner on three Plant-Based Network websites
 - ❑ Premium listing in the Plant-Based Directory (plantbaseddirectory.com)
 - ❑ National PR New Release
 - ❑ Any other wish list you desire**

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SHAPE UP US EXECUTIVE DIRECTOR

JYL STEINBACK, Executive Director, Shape Up Us, Creator of The Hip Hop Healthy Heart Program for Children™, Clap4Health™, Eat Right-Move More™ Walking Program



Jyl's newest Cookbook – “THINK OUTSIDE THE LUNCHBOX**”**
250 Plant Nutritious Recipes The Whole Family Will Love.

Jyl is "America's Healthiest Mom," a mother of now four (son-in-law and fiancé), cookbook/lifestyle author, personal trainer and health expert. She has been described by the media as "enthusiastic", "weight loss guru", "America's Super (Healthy) Mom," "national sensation" and "a one-woman business dynamo". She has written 20 cookbooks selling over 2 million copies.

Jyl is committed to a mission of helping others become healthy.

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CONTACT

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